

# CLASSIC DRIVER

## ICONS Mallorca celebrated car culture in true Mediterranean style

**Lead**

Last week, the European collector car scene celebrated the season finale with a sun-drenched four-day rally and concours extravaganza at Icons Mallorca. Classic Driver joined the new must-attend event on the glamorous Balearic Island as a media partner.



What if we told you that the automotive event season would not have to end while wearing a soaking wet tweed jacket and catching a cold at the Goodwood Revival? What if the last rallye and concours event of the year would actually be the most glamorous and pleasant one – a four-day drive around the Mediterranean’s most beautiful island under the mild October sun? Well, last week’s inaugural ICONS Mallorca convinced us that this late summer day’s dream could actually be our new reality.



Held from October 2-6, 2024, the first edition of ICONS Mallorca was a remarkable convergence of the world's most elegant and rare automobiles, set against the idyllic backdrop of the Balearic Island. From a Concours d'Elegance to scenic rallies through the UNESCO World Heritage Tramuntana Mountains, the event presented a truly immersive experience for automotive connoisseurs.



Kicking off with a variety of driving events, the rally stages were a particular highlight. The debut of "La Vitesse", a two-day ladies-only rally, took participants across the island's most picturesque roads, weaving through iconic spots like the challenging Sa Calobra pass. This rally stood out for its emphasis on community and shared passion among women drivers, while maintaining a competitive edge. Simultaneously, the "On Tour" classic car rally attracted classic cars ranging from 1925-1984, traversing stunning routes and stopping at hidden gems like local wineries and beach clubs.





Seeing a 1927 Jordan grand prix racer enjoying the sweeping curves of the Island while being followed not only by Jaguar E-Types and Porsche 356s, but iconic rally racers like a Lancia Stratos or a Porsche 930 "Safari" was truly a sight to behold. Mercedes-Benz enthusiasts were particularly rewarded at this year's edition of ICONS Mallorca, as the line-up ranged from a 1928 Mercedes SSK and a pair of 300SLs – a Gullwing and a Roadster – towards a 1972 Mercedes 300 SEL "Rote Sau" with a matching AMG GTR sporting the same iconic livery, and the 190E 2.3 16 once driven by Niki Lauda.



Meanwhile, performance car enthusiasts revelled in the Supercar & Hypercar Drive, where the likes of the Ferrari 812 Superfast, the Lamborghini Huracán Sterrato and the McLaren Elva roared along Mallorca's winding roads before hitting the Circuit Mallorca in Lluçmajor. This exclusive drive offered a balance of road and track thrills, making it one of the most dynamic stages of the event.





The centerpiece of the event was the Concours d'Elegance that was held on the grounds of the famous 18-hole Son Vida Golf Course. Dubbed "The Grand," it showcased 45 handpicked automotive masterpieces, including coachbuilt rarities, prototypes, and one-off classics. The judging panel, which featured esteemed figures from the classic car scene like Winston Goodfellow and Andrea Zagato, added to the prestige of the concours. Unique to ICONS was the Premio Movimiento, where cars were judged not only on their elegance but also their performance in dynamic driving displays. Out of the carefully selected cars, it was an Iso Grifo and a Rolls-Royce Phantom Experimental 17EX that claimed the top trophies at ICONS Mallorca this year.



Complementing the petrol-fueled excitement were cultural and social elements, with a gala charity event held at Castell de Bellver overlooking Palma. This glamorous evening, organized in collaboration with the Lareus Foundation, raised funds for local charities, blending passion for cars with a cause. And while the breath-taking scenery of Mallorca and the beautiful weather certainly made things very pleasant, it was the felicitous combination of driving and concours elements that established ICONS Mallorca as a new must-attend event, even after the very first edition. But that's not all: the organizers' vision to transform the event into a week-long celebration of mobility hints at Mallorca potentially becoming Europe's answer to California with its famed car culture and landmark events like the Monterey Car Week.





In the end, ICONS Mallorca is as much about community as it is about the cars. And we are convinced that the European car scene is eager to embrace the event, growing this Mediterranean rally and concours delight into an unmissable fixture on the international automotive calendar.

*Photos: Gudrun Muschalla, Peter Singhof*

**Gallery**



















































































































































































































































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